



# CAPABILITIES STATEMENT

## COMPANY SUMMARY

Barracuda PR is certified woman-owned small business that provides public relations, marketing, advertising, and public outreach and involvement services related to a wide variety of projects.

2209 Pittsburg Ave.  
El Paso, Texas, 79930

Marina Monsisvais, CEO  
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915.861.0446  
[HTTP://WWW.BARRACUDAPR.COM](http://www.barracudapr.com)

**Primary NAICS Code 541820**

**Secondary NAICS Code 541613**

**UEI J1WPFDZN7BL5**

**CAGE Code 9DH14**

**Bonding Level \$1 Million/ \$3 Million**  
general aggregate

## DESIGNATIONS

- TxDOT DBE (Disadvantage Business Enterprise) certified
- TXHUB/CMBL #1900734802200
- SBA certified Woman-Owned Small Business (WOSB)
- ESC Region 19 Allied States Cooperative Awarded Vendor; #21-7387 and #22-7430

## PROFESSIONAL CERTIFICATIONS

- National Environmental Protection Act (NEPA) Trained
- NISM Social Media Certified Agency
- CNU-accredited Public Engagement Director

## DIFFERENTIATORS

- Subject matter experts in public relations and communications
- From concept to completion marketing solutions
- Diversified staff; bilingual (English/Spanish) and bicultural
- Qualitative and quantitative research

## CORE COMPETENCIES

### PUBLIC RELATIONS

- Press and Wire Releases
- Crisis Communication
- Media Pitching
- Media Training
- Strategic Communication Planning
- Copywriting

### PUBLIC INVOLVEMENT

- Bilingual Public Involvement and Outreach
- In-person and Virtual Community Meeting Coordination

### QUALITATIVE RESEARCH

- Qualitative Interviews
- Survey Development and Deployment
- Focus Group Recruitment
- Bilingual Mediation of Focus Groups
- Outcomes Report

### MARKETING

- Strategic Media Buying
- Digital Media Buys

### GRAPHIC DESIGN

- Motion Graphics
- Branding and Identity Development
- Collateral Design

### SOCIAL MEDIA

- Social Media Management
- Paid Social Media Advertising
- Platform Optimized Content Creation
- Social Media Training
- Social Media Reports and Analysis

### PHOTO/VIDEO

- Video and Photo Production
- Editing
- Multi-camera Livestreaming
- Scriptwriting
- Bilingual Voiceover Production

## PAST PERFORMANCE

- **Vision Zero:** City of El Paso; Sub Contractor; Public Involvement Services; \$120K; 2022-Ongoing
- **Spaceport America:** Spaceport America; Prime Contractor; Social Media and Graphic Design Services; \$250K; 2019-2023
- **I-10 Connect:** Texas Department of Transportation; Sub Contractor; Public Involvement Services; \$450K; 2019-2023